



French Association for Tourism Management

Call for Papers 10th conference

“The future of Tourism: mutations and adaptations”

May 31 and June 1-2, 2023

University of Girona (Spain)



In order to promote academic advances in tourism management, the AFMAT (<https://afmat.org/>) is organizing its 10th annual conference at the University of Girona. The conference aims to bring researches that can contribute to scientific advances in tourism and leisure sectors. It is also an opportunity to have a fruitful exchange among researchers and practitioners in the field of tourism management.

Considering the challenges of the current context (pandemic, climate issues, global economic crisis, energy crisis, shortage of raw materials and human resources, digital transformation, etc.), the conference will focus on the theme: “The future of Tourism: mutations and adaptations”.

Topics include (but are not limited to):

- Epistemology and research methodologies;
- Methodological innovations (e. g. machine learning);
- Analysis of public policies regardless of the territorial level adopted;
- DMO strategies and practices;
- Destination communication strategies and brand development;
- Study of the competitiveness and performance of destinations;
- Study of tourist behavior;
- Marketing of tourism and leisure;
- Alternative forms of tourism (wine tourism, ecotourism, philanthrotourism, etc.);
- New forms of tourism (digital nomadism, worliday, etc.);
- Sustainable tourism and climate change;
- Strategies and practices of tourism enterprises;
- Management of the accommodation sector;
- Collaborative economy (innovations and business models);
- Digital innovations (virtual reality, artificial intelligence, robotics; etc.);
- etc.

Scientific committee

The scientific committee is chaired by Raquel CAMPRUBI (Faculté de Tourisme, Université de Gérone, Espagne) and Olga GONCALVES (IAE, Université de Perpignan Via Domitia). Each submission to the conference will be reviewed by two members of the scientific committee. Any question can be addressed to raquel.camprubi@udg.edu and/or olga.goncalves@univ-perp.fr

Bénédicte ALDEBERT, Aix-Marseille Université
Sílvia AULET, Faculté de Tourisme - Université de Gérone (Espagne)
Olivier BADOT, ESCP Europe
Nicola BELLINI, Scuola Superiore Sant'Anna, Pise (Italie)
Laurent BOTTI, IAE - Université de Perpignan Via Domitia
Sandra CAMUS, UFR ESTHUA Tourisme et Culture et Hospitalité - Université d'Angers
Raquel CAMPRUBI, Faculté de Tourisme - Université de Gérone (Espagne)
Jean-Michel CHAPUIS, Université de Paris 1 Panthéon- Sorbonne
Cécile CLERGEAU, IAE - Université de Nantes
Aurélié CORNE, IAE - Université de Perpignan Via Domitia
Alain DECROP, Université de Namur
Aude DUCROQUET, UFR ESTHUA Tourisme et Culture et Hospitalité - Université d'Angers
Lien DUONG, Université de Haute-Alsace
Jean-Marie FURT, IAE - Université de Corse
Isabelle FROCHOT, Université de Bourgogne
Núria GALÍ, Faculté de Tourisme - Université de Gérone (Espagne)
Ariadna GASSIOT, Faculté de Tourisme - Université de Gérone (Espagne)
Olga GONCALVES, IAE - Université de Perpignan Via Domitia
Jaume GUIA, Faculté de Tourisme - Université de Gérone (Espagne)
Coralie HALLER, EM Strasbourg Business School
Stanislav IVANOV, Varna University of Management (Bulgarie)
Philippe JEAN-PIERRE, IAE - Université de la Réunion
Florence JEANNOT, INSEEC Grande Ecole, Lyon
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Jérôme PIRIOU, UFR ESTHUA Tourisme et Culture et Hospitalité - Université d'Angers
Jean-Charles RICO, IAE - Université de La Rochelle
Marie-Noëlle RIMAUD, Excelia Group, La Rochelle
Elisabeth ROBINOT, Université du Québec à Montréal
Marielle SALVADOR, Institut Paul Bocuse, Ecully
Jacques SPINDLER, IAE - Université Côte d'Azur
Marc-Antoine VACHON, Chaire de tourisme Transat - Université du Québec à Montréal
Corinne VAN DER YEUGHT, IAE - Université de Toulon
Tan VO THANH, Excelia Group, La Rochelle
Mustafeed ZAMAN, EM Normandie Business School

Organizing committee

Raquel CAMPRUBI (Faculty of Tourism, University of Girona, Spain; raquel.camprubi@udg.edu) and
Lluís PRATS (Faculty of Tourism, University of Girona, Spain).

Deadlines and submission process

Submission deadline: December 5, 2022

Submissions must be an extended abstract of a maximum of 5 pages, including the theoretical framework, the research gap, the method and (expected) results. The manuscript must be anonymous and must be preceded by a title page comprising only the title of the paper, up to 5 keywords and a summary of 600 characters maximum. Manuscripts in French and English are welcome. Submissions must be done via: <https://easychair.org/conferences/?conf=afmat2023>

Notification of acceptance: January 23, 2023.

Publication opportunity

A selection of the best papers (in French and in English) presented at the conference will be considered for publication in academic journals and an edited book.

PhD Seminar

A doctoral workshop (with a specific call for papers) will held the **Wednesday 31 May 2023** lead by Florence JEANNOT (INSEEC Grande Ecole, Lyon; fjeannot@inseec.com) et Ariadna GASSIOT (Faculté de Tourisme, Université de Gérone, Espagne).